

DEARE

* Advance
payment
on a solicitation
is done.

Deare Marketing, Inc. 322 Eighth Avenue, New York, NY 10001 212-629-1313 Fax 212-629-1398

December 10, 1991

Ms. Barbara Trach
PHILIP MORRIS
120 Park Avenue, 5th Floor
New York, NY 10017

SUBJECT: Job Number 497
Philip Morris Parliament Sweepstakes Project

Dear Barbara:

As we discussed over the telephone today, there is a kill fee for the above mentioned project. We will need payment of this fee before we can go into negotiations with any of the parties (per your group's approval).

The kill fee includes:

- | | |
|---|-------------|
| a. The full cost of researching and categorizing potential co-participants and submitting such to PM for PM's review and comment. | \$ 750.00 |
| b. The full cost of drafting and submitting to PM a solicitation package for use when contacting potential co-participants. | \$ 500.00 |
| c. Half of the full cost of phonework by 2-3 senior managers (plus status reports) to Letter of Agreement Stage. | \$ 3,400.00 |
| Total: | \$ 4,650.00 |

If you have any questions, please call.

Sincerely,

Jannet Mulero

JM

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